

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:  Janani Janakiraman, <i>et al.</i>	: Group Art Unit:
Serial No.:	: Intellectual Property Law Department
Filed:	: International Business Machines Corp.
Title: "Dynamic Composite Advertisements for Distribution via Computer Networks"	: 11400 Burnet Road
	: Internal Zip 4054
	: Austin, Texas 78758

31000 U.S. PTO  
09/915838  
07/26/01

Date: 8-7-26-01

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner of Patents  
Washington, D. C. 20231

Sir:

Applicants submit herewith patents, publications or other information of which they are aware, which they believe may be material to the patentability of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR 1.56.

While this Information Disclosure Statement may be "material" pursuant to 37 CFR 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to herein is "prior art" for this invention unless specifically designated as such.

In accordance with 37 CFR 1.97(g) the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56 (a) exists.

The attached form, PTO-1449, provides a listing of patents, publications, or other information as required by 37 CFR 1.98 (a)(1).

A copy of each of the items on PTO-1449 is supplied herewith.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jeffrey S. LaBaw", written over the printed name.

Jeffrey S. LaBaw  
Attorney for Applicants  
Registration No. 31,633  
(512) 823-0494

In Place of FORM PTO-1449 (Modified)

Serial No. \_\_\_\_\_

Applicant: Janani Janakiraman

Filing Date: \_\_\_\_\_

Group: \_\_\_\_\_

Atty. Docket No. AUS920010497US1

LIST OF PATENTS AND PUBLICATIONS FOR  
APPLICANT'S INFORMATION DISCLOSURE  
STATEMENT

11000 U.S. PTO  
09/915838



Reference Designation			U. S. PATENT DOCUMENTS			Filing Date if
Examiner	Document					
<u>Initial</u>	<u>Number</u>	<u>Date</u>	<u>Name</u>	<u>Class</u>	<u>Subclass</u>	<u>Appropriate</u>
_____	AA 6,138,128	10/24/00	Perkowitz, et al	707	501	
_____	AB 6,052,122	04/18/00	Sutcliffe, et al	345	331	
_____	AC 6,032,129	02/29/00	Greef, et al	705	27	
_____	AD 5,987,440	11/16/99	O'Neil, et al	705	44	
_____	AE 5,973,683	10/26/99	Cragun, et al	345	327	
_____	AF 5,918,014	06/29/99	Robinson	709	219	
_____	AG 5,692,501	12/02/97	Minturn	600	301	
_____	AH 6,216,129	04/10/01	Eldering	707	10	
_____	AI 6,178,407	01/23/01	Lotvin, et al	705	14	
_____	AJ 6,014,638	01/11/00	Burge, et al	705	27	
_____	AK 6,134,532	10/17/00	Lazarus, et al	705	14	
_____	AL 5,937,387	08/10/99	Summerell, et al	705	2	

			FOREIGN PATENT DOCUMENTS			Translation	
Examiner	Document						
<u>Initial</u>	<u>Number</u>	<u>Date</u>	<u>Country</u>	<u>Class</u>	<u>Subclass</u>	<u>Yes</u>	<u>No</u>
_____	AM						
_____	AN						
_____	AO						

OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)	
Examiner	
<u>Initial</u>	
_____	AP INSPEC Abstract #C2000-11-7170-008, B. Galitsky, 3/22/1999, "Agents with adjustable autonomy for scheduling in the competitive environment"
_____	AQ INSPEC Abstract #C89014961, H.M. Collins, 6/2/1987, "Domains in which expert systems could succeed"
_____	AR KR 2000054400A, 9/5/2000, "Method for search and advertisement of e-commerce using reality space of plane figure"
_____	AS WO 200042593A1, 7/20/2000, "Electronic commerce system receives user inputs to actuate graphics user interface responsive advertisement to complete E-commerce transaction corresponding to advertisement"
_____	AT WO 200067412A2, 11/9/2000, "Visitor's behavior modeling method for electronic commerce web site in internet, involves estimating visitor behavior characteristic values based on visitor's behavior model, to predict visitor's future behavior"
_____	AU "Creating a Click-Through Tracking System", published online at http://www.4guysfromrolla.com/ASPscripts/PrintPage.asp?REF=/webtech/012901-1.shtml, retrieved on 7/16/01

\_\_\_\_\_ AV "Acme Clicks - Clickthrough Tracking", published online at  
http://www.acmeclicks.net/Default.asp, retrieved on 7/16/01  
\_\_\_\_\_ AW "Apache URL Rewriting Guide", published online at  
http://www.engelschall.com/pw/apache/rewriteguide/, retrieved on 7/16/01  
\_\_\_\_\_ AX "Safari - Java Servlet Programming -> 7.3 URL Rewriting", published online at  
http://safari2.oreilly.com/table.asp?bookname=jservlet&snode=55, retrieved on 7/16/01  
\_\_\_\_\_ AY "Internet Advertising Terms" by techtarget.whatis.com, published online at  
http://whatis.techtarget.com/definition/0,289893,sid9\_gci211535,00.html, retrieved on 7/16/01  
\_\_\_\_\_ AZ

---

Examiner:

Date Considered:

---

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

---

Page 1 of 1